SYNOPSIS

"Work Life Balance of Working Women in Service Sector"

Submitted to

Shimla University

in Partial Fulfillment of the Requirements for the Award of Degree of Doctor of Philosophy in Management

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This is to certify that the Research Synopsis entitled **"Work Life Balance of Working Women in Service Sector"** has been submitted to School of Management, A P GOYAL SHIMLA UNIVERSITY in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Management of this university. To best of my knowledge no part of this research plan has been submitted for any degree or diploma anywhere in or outside India and the academic assistance received during this course of plan, course of literature and sources of literature have been duly acknowledged.

Place: Shimla

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Certificate –II

This is to certify that the Research Synopsis entitled **" Work Life Balance of Working Women in Service Sector"** has been, submitted to School of Management, A P GOYAL SHIMLA UNIVERSITY by **Kusha Pandit** Enrollment No. 16001734 in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Management of this university. The Research Synopsis has been approved by the Research Development Committee (RDC) in its meeting held on dated 10-7-18

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Work Life Balance of Working Women in Service Sector

I. INTRODUCTION

The present era has seen many working women entering the workplace and competing equal to their opposite gender in every aspect of work. This progress and change in roles played by the women have not unbound them from the personal life roles that they have. At such a stage has restricted the concept of Work Life Balance (WBL). An individual's work life and personal life may bring in differing demands on one another and the demands from both the roles are equally important. Hence Work Life Balance among working women has gained additional attention from society.

More women are expressing into areas that were habitually dominated by men. Women have now become animportant part of the workforce. There is a tremendous shift from where men treated as bread winners and women as house manager or child bearer. Now women are capable of capable of handling multiple roles. Working mother is an foundation in herself and aiming at successful career with financial independence, she has to also support her growing child to accomplish motherhood. Both these jobs are extremely demanding and doing justice to each other without neglecting the other is a formidable task. Many moms struggle finding better ways to balance these two domains and often are confronted with this guilt from outside sources like pressure from husband, family and friends.

Over the past few decades, there is tremendous change in the work and global business arena and the work atmosphere becomes more competitive. This change has taken place in public sector companies, nationalized, private and foreign banks too. In India, there has been a tremendous increase in women employment in banking sector from the year 1950. A gradual but remarkable increase in the women employment has been seen from 1960 in metropolitan cities. These days one can find women working in almost all types of banks. Few of the significant reasons for increase in the recruitment rate of women are qualification, honesty, and time-consciousness, sense of responsibility, performance and completion of work within the stipulated time.

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Over the last decade Indian society has witnessed a surge in participation of women in labour force, especially in IT industry which is a direct fall out of globalization and brought a lot of opportunity for educated women. In the light of the increasing number of women in IT industry, there is a need to examine the phenomenon of the work-life balance of Indian women IT professional in greater depth.

Education sector is critical in the development of any country. It has been revealed from various researches that most of the parents are supportive towards their daughter serving in the education sector. It has been observed that married women face more challenges then the unmarried working women. Although their husbands are co-operative but there children are highly neglected. But even unmarried women face various difficulties such as transportation and managing time between personal and social life. Most of the respondents, married or unmarried, believed that their salary and promotion system is not satisfactory for which they blame "Bias".

II. REVIEW OF LITERATURE

Yadav, R. K. & Dabhade, N. (2014) opined that work life balance for women employees is highly desirable and lack of job satisfaction and consistency in life can create a dilemma for working women. Work life balance requires balance between professional work and personal work, so that it reduces struggle between official and domestic life. The final performance of any organization depends on the performance of its employees, which depends on multiple factors which related to job satisfaction. This study identifies the working environment and women's observation about the work life balance and job satisfaction, who are working in banking and education sector. Standard Deviation is applied in this paper to check the authenticity of data given by the respondents of both the sectors. By helpful colleagues, supportive working conditions, mentally challenging work, unbiased rewards and employee-oriented policies etc. job satisfaction among the working women can be achieved.

Thakur, A., & Geete,V. (2014) studied that the government of Indian as well as of states and others too are advocating for increasing the contribution of women in the society for that the government has also introduced reservation for women as well as age limit has been increased for applying to government jobs for women. It has increased the contribution of Indian women in

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of work life balance facilities on employees' overall performance among three sectors of Indian corporate sector (Manufacturing, service, IT sector). The study found that there is noteworthy change in the employees' perception about the impact of work life balance services on overall performance of employees with respect to some facilities and wellness program is the only facility for which all the employees has same observation.

Female employees are playing dual role, one at the workplace and another at their home. It is difficult for them to manage both the side. Researcher examined about how the lives of female employees are getting affected due to inappropriate balances in their professional & personal life. This paper also reveals about what is more obstructing, family obstructs work or work obstructs family and how these variations are creating problems like stress, intention to leave, burnout on the part of female employees. This study also acknowledges what else could be done to recover the work life balances in the life of female employees.

Tiwari, M. (2017) studied employees are key asset of the organization and it becomes more obligatory for the employers when it comes to female employees. Female employees are playing dual role, one at the workplace and another at their home. It is difficult for them to manage both the side. Researcher investigated about how the lives of female employees are getting affected due to improper balances in their professional & personal life. This paper also reveals about what is more obstructing, family obstructs work or work obstructs family and how these imbalances are creating problems like stress, intention to leave, burnout on the part of working women.

Mehta, S. (2012) conducted a research in educational and banking sector and she observed that working women are perpetually juggling the demands of a career and a personal life. Accomplishing the indefinable "work-life balance" can often feel like an impossible goal, especially for those who try to give their best to everything they do. In today's "do more with less" competitive reality, managing careers and families, and feel satisfied with both can be a herculean task. The life with contradictory responsibilities and commitments, work life balance has become a major problem in the workplace. The present study attempted to identify the work life balance among women employees in education and banking sector in Ludhiana city. It also attempted to identify the various factors that contribute to work life imbalance. It was found that there was a significant difference in work life balance among women working in education sector and banking sector. Though the work life imbalance was not prevalent among school and

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college women teachers, the working women in private banks experienced work life imbalance as compared to the working women in public banks.

Anitha, K., & Maheshwari, U., (2014) studied that finding work life balance in today's past paced world becomes a Herculean task and presents a major challenge to both employers and employees. Work life balance is now increasingly becoming the focal point of study by HRM experts. While labor market participation has increased for women of all ages, women continue to shoulder the main responsibility for organizing and undertaking unpaid caring work .This paper first tries to explain the meaning and underlying concept of work life balance and the later looks at the various factors of the work life balance construct. At last literature studies on work life balance among women employees and bankers are discussed.

Yadav, R. K., & Dabhade, N (2013) studied work-life balance which is gradually becoming a common talk especially for women employees. Work life balance is a demand of balance in which bothprofessional and personal life is equivalent. When different set overlaps with multiple roles them numerous problems are faced by working women. A balanced life for women is one where they spread their liveliness and effort between multiple roles of importance. It was identified that the working environment of public sector banks for women employees and what is the observation of women about the policies of banks and effects of those policies on their lives. Chi square test is applied in this paper to check the genuineness of data given by the defendants. The research is done among working women in banks with special reference to SBI, Bhopal (M.P.) city head office. Work-Life Balance is not a problem to be solved but it is a current problem to be managed.

Emmaniel, R., & Balaji, A (2014) studied that the Indian banking scenario has been changing drastically due to high degree of competitiveness and paradigms shift in customer's expectation after economic reforms in the year 1991. The rate of women higher education and government's women reservation policy create more employment opportunities for women. The life style of the Indian women is still in traditional and they have to attend both inside and outside the family. The work life balance for women employees in banking industries is the order of the day. The work life balance of women employees in banking sector is to determine the level of their work life balance which is having high importance on their total wellbeing and enhance their

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productivity and entire banking growth. Striking a balance between professional and personal commitments is a common dilemma for many of today's women workers. Today's professional workers are less concerned about just financial security which earlier bound them to their employers.

Aggarwal, N. (2015) studied work life balance considering Indian perspective and found that the anxiety over work-life balance is progressively becomes a common talk especially for women employees. Work life balance is a condition of equilibrium in which the demand of both professional and personal life is equal. Handling growing demands from the work and family areas represented a source of high stress for many employees which leads to the health issues. Although it is believed that work family role strain is more common among women employees, but men also experienced stress resulting from differing roles and demands. Chi square test was applied in this paper to check the authenticity of data given by the respondents. The study was based on working women in banks with special reference to State Bank of India, Patiala city (Punjab). Work-Life Balance is nowadays, no doubt a major concern to be discussed as a serious matter and has to be managed.

Sethi, J.U. (2014) studied the organizational commitment is the psychological commitment of the employees towards the organization. It is the strength of the feeling of responsibility towards the mission of organization. Work life balance is about managing the work life and family life. The present study pointed at finding the relationship between the work life balance among working women, working in Public &private sector banks. Mowday, Steers and Porter (1979) has studied the organizational obligation has been measured by using a standardized organizational commitment scale. The observation done by the organizational commitment scaleidentified that there is positive relation between work life balance and organizationalcommitment.

Vijayakumar, V.S ; Padma, M.E ; & Bhattacharya, S. (2015) studied the main challenges in professional life to be prolonged/long working hours, travel time between home and workplace and involvement in additional jobs and projects. In personal life, the main stresses were guilty of not being able to take care of self and elders at home. Social media interaction was found to be stress busters for most women. Most women would prefer flexible timing, and supportive spouse, family and friends as well as an environment conducive for work at the office.

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Sing, J. G; Prem, Victor. G.L (2017) reported that the fundamental changes in the structure of work and family roles namely dual earner couples, the influx of women into the workforce and the increasing family responsibilities that deviate from the traditional gender-based roles make the work life balance a challenging task for women. In spite of extensive researches in Work-life policies for women in IT sectors by different organizations, no such researches have been conducted for women in healthcare, banks, hotel and education etc.

Das, S.S. & Mishra, S.A (2016) studied Indian economy witnessed a spurt of service sector job opportunity after the opening up of economy in last decade of twentieth century. With automation and computerization an ample opportunity employment scenario was opened up for educated women particularly in IT and software sector where the salary is attractive and the job is mostly desk type in nature. But at the same time these jobs are accompanied with extended work schedule and deadline oriented leading to work place stress. The domestic commitment in the work life balance becomes a challenging issue for women IT executives. In this paper the researcher tries to find out the issues of work life balance of women IT executives of Mumbai city. The study was conducted among 50 women IT professionals through questionnaire survey and issues like working hours, family responsibilities and career growth were considered as parameter of work life balance. The paper also tries to find out causes of work life balance and possible remedial measure."

Pandu, A; Balu, A. & Poorani, K. (2014) studied work life balance becoming an area of growing concern in the Information Technology (IT) and Information Technology Enabled Services sector (ITeS). The study provides a greater understanding of the work-life balance of women employees in IT and ITeS industries. An experiential survey of 80 IT employees and 80 ITeS employees was carried out. The workload and responsibility, work environment, feelings about work, family dependents and absence from work was evaluated. The sector wise regression analysis demonstrated that feelings about work, family dependents and absence from work are strong contributors to a sense of balance for an employee. However, no significant relationship has been obtained between work environment and work-life balance.

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Mohanty, K, & Sasmita, M (2014) studied Work Life Balance has become the challenge in modern economic world as workers in industries are facing lot of pressure from work organization and pressure from the society. Though the issues and problems are different in nature and influencing the life in different degree but, all industrial employees are facing the problem since liberalization, privatization and globalization of economy. Hotel industry is comparatively different from others in respect to providing of services round the clock. Due to the seasonal nature of hotel business and high attrition rate in the industry, it suffers from acute manpower shortage. Sometimes employees are compelled to take up the extra load by working for long hours .Such work environment may impact on the WLB of the employees since they do not get sufficient time for their personal and social commitments. The studyidentifies the key factors associated with work – life balance (WLB) and the staffs' observation towards it in Odisha, India. The study was conducted by selecting 100 professionals randomly from different Hotels in Bhubaneswar with the help of a structured questionnaire. Analyzing the data, it was found that pressure of multiple roles, quality of health and ever changing and abnormal working schedules are the major factors contributing to poor Work Life Balance in hotel industry in Odisha.

Bagali, M.M. (2016) studied the main problem associated with work-life balance (WLB) with a particular focus on practices within the hospitality industry. Work life balance has recently taken the attention of both scholars and managers. This subject interests almost everyone with a professional career. This widespread interest is partly due to its reflection on all aspects of life. For those who think that the main objective in life is to work, their career becomes the core of life. The study provides an outline that relates specifically to work life balance in the tourism industry. This study also has the potential to enable the working people to consider their stand point in terms of work –life balance and the executives to gain new perspective in order to cope with such a problem. The research sample comprised of 135 subjects. ANOVA and Pearson Correlation tests were used to analyze the data. The study reveals that those companies which provide flexible working schedules, job sharing and job clarity, sound leadership and a variety of leave arrangements for their staff, are most likely to retain their female staff. However, people have limited time and therefore have to perform many other activities other than their jobs.

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Delina. G & Prabhakara, R. (2013) studied the role of working women has changed throughout the world due to economic conditions and social demands. This has identified in a situation in which working women have tremendous pressure to develop a career as strong as male while satisfying different roles in personal life. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. Thus, achieving work life balance is a requirement for working women to have a satisfaction in her life. This study is an attempt to identify the threatening challenges faced by working women in maintaining a work life balance between their personal and professional life. The various factors and challenges disturbing the work-life balance of married working women have been identified in this study. Data were subjected to descriptive statistics and it was found that work life balance are quite high of working women in Pondicherry which indicates the work-life balance of individuals affect their value of life.

Shaikh, P, & Dange, U. (2017) observed the nature of work with regard to working women which requires the healthcare professionals to work in shifts, work overtime, report to duty at odd hours, take care of people who are sick and are sometimes terminally ill. Apart from draining them of physical energy, being in contact with such people also has a bearing on their psychological health. Striking a balance between life and work is a daunting task for the healthcare professionals. This study aimed at identifying the determinants of work life balance among Health care professionals, because they play a critical role in determining the efficiency, effectiveness and sustainability of health care systems. Data was collected from Healthcare Professionals like Physicians, Nurses, Clinical Support Staff and Administrative staff from both the Public and Private Hospitals in Nagpur District using a structured questionnaire. Factor Analysis revealed five factors namely Demographic Factors, Supportive Work Culture, Working Conditions, Work Provisions and travelling distance from work that significantly affect the Work Life Balance of Healthcare Professionals. These findings will help the Healthcare Organizations to focus on Organizational interventions for helping their employees achieve a balance between the domains of work and life.

Kumari, T & Devi, R.V (2013) studied that in the recent times, the issue of work-life balance has gained more attention due to the reason that an individual's work life and personal life may present conflicting demands on one another while the demands from both the spheres are equally

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important. Work-life balance refers to maintaining the balance between performing roles and responsibilities at work and at home. In the 21st century Work-life balance is one of the most challenging issues faced by working women. This problem is more for women employees because of the type of roles they play at home and the spillover of personal life over work life and vice-versa. The study is based on the current issue of work-life balance of working women. The study identifies the various factors affecting work life balance among working women in Bangalore city. The researcher has drawn 360 women employees working in various sectors like banking, insurance, IT, BPO, health care and education constituting 60 employees from each sector for the purpose of the study. Data was collected with the help of a structured questionnaire and data was analyzed using statistical tools like ANOVA and Mean score. The study revealed that the levels of work-life balance of women employees in select service sectors of the study are significantly different.

Sindhu, A.K ; Saluja, R (2017) studied the work life balance for women in 21st century and found that women have come out of their protective shells to face the world outside. The have broken the shackles of traditions and customs. They have become earning members of the society. But we still live in male dominated society. At office woman is boss but at home she is daughter, wife, and mother. She is expected to work at both the places with equal efficiency. This creates challenge and problem for working females. The question arises whether they able to balance their work and life. Need of the hour is to develop and disseminate research findings for the corporate and government to frame policies and strategies in order to maintain WLB among working women. The study will help to reduce problems of stress, absenteeism, turnovers, divorces and decline birth rate and extra martial affairs among women. This study attempts to find out the factors that enables or constrains the performance of working women in both roles as well as coping mechanisms that facilitate women professionals to manage their dual – roles.

Addagabottu, R. S, & Battu, N. (2015) reported that medicine is a profession in which dedication to the wellbeing of others is of paramount importance. Career in health sector generally demanded a selfless motive on caring for one's patients, sometimes at the expense of one's marriage, children, and personal life. Such a skewed focus worked more easily in the past when the vast majority of Doctors were men. When male Doctors spent long hours at work or

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travelling to meetings, their wives were home to run the household and care for the children. As women entered the medical field in increasing numbers, how-ever, the tensions between career and family became more prominent. As a Doctor/Nurse and single mother of four children, it is well known that it can be done successfully, but there are many challenges that female Doctors and Nurses must confront in balancing their multiple roles as Doctor, Nurse, mother, and spouse. It is also evident from many studies that causes of work life balance among working people and its impact have been verified. But studies with the focus of examining the attitude have been yet to be made. The scholar is able analysis an effort of studying the attitude of work life balance and its influence among Women Doctors and Nurses in government and private hospitals of Guntur district. It also focused the aspects related to their job roles, role clarity, job authority and its influences on their job. This study aims the Work and Family/ Life related variables that influence the Work life balance of women Doctors and Nurses. In addition to that this particular study aims to determine the Work and Family/ Life related variables and their impact, the ways and means employed by women to manage and overcome various forms of work and family related conflicts.

Kovacheva.S &Kabaivanov.S (2008) studied the main challenges in front of the work-life balance of employees in the developing service sector in Bulgaria. They analyzed the satisfaction using regression of survey data from supermarket, telecom, banks and hospitals in 2007. Individual experiences of managing family and work life are influenced by the organizational and cultural supports and limitations at the workplace and the household. Employees' satisfaction can be increased by providing leadership quality, team work, healthy environment and offering assistance of child care.

Abubaker, M., & Bagley, C (2016) reported that attaining a balance between the demands of the role requirements of work, family, and social life is a challenging problem for modern society and is particularly relevant for the growth of women's participation in the workforce. These role conflicts may result in significant psychological stress for individuals. For corporations, stressed employees are also a problem. Work–life balance (WLB) programs have arisen in Western countries in the past three decades and have been evaluated in various ways in sociological and psychological methodologies. WLB programs in developed countries often reflect the ethos of particular cultures, and Western models may not be wholly relevant for cross-cultural

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comparison. The present study explores these issues using the methodology of critical realism in companies in the telecommunications sector of Palestine. This qualitative study develops a complex model of a newly identified set of factors, which may be relevant for other Arabic cultural settings. Further exploration of this model using psychometric techniques is proposed.

Maiya, S, & Bagali,M.M. (2014) studied the India changing societal attitudes, inflation and rising educational levels made more women than ever before to drive into the paid workforce. The Indian women, who were confined only to the socially acceptable jobs like banks, teaching, nursing etc., are now stepping into various sectors. Managing work and family responsibility can be very difficult for the women employees in dual income families. Professional women especially working mothers has to perform multiple roles in balancing their work life and personal life. Each role has its own set of demands and when such role demand overlaps/interacts, an imbalance is created leading to stress, attrition, absenteeism etc. Thus, there is an increasing need for organizations to address these demands of working mothers by implementing innovative HR policies. Work-life balance is one such HR practice that allows the working mothers to give proper arrangement between work and life roles. Hence, work-life balance has become a growing concern in both Public and Private sectors. The present paper based on experimental work, provides a deep vision of work-life balance of working mothers in Public and Private sector. The experiment reveals the picture of difficulties faced in balancing the work demand and the life (family) responsibility. There was high correlation between the difficulties faced and the balancing act to be performed. The significant results reflected in the areas of career advancement factors, organizational support and Psychological factors. The study defines certain specific HRM interventions for better work-life balance, per se.

III. NEED OF THE STUDY:

In today's world of never-ending technological development world is giving equal opportunities to all regardless of the gender. Women have also started realizing the fact that the world of work today is open to dynamic employees who are ready to give their best. There is no doubt that women are proving themselves in each and every field. Nowadays women are working in IT, BPO sectors, healthcare sectors, education sectors and banking sectors. We can't argue the fact

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that it is not at all an easy job especially for women who are playing a dual role and that too with equal ease. They put in a lot of efforts to attain a balance between their personal and professional lives. They usually have to undergo a lot of stress. The study explores and examines different sectors where women face problems and challenges due to the multiple roles they play. It also highlights the way working women are coping up with these problems and challenges.

It has usually been observed that women employees face a lot of uncertainties and hitches as they set their professional goals. Even if they make it their one mind destination and start putting in their best efforts they are usually pulled backward either by their social responsibilities that come in terms of their family or by their family or motherhood responsibilities. Though effectively planned strategies, good time management and goals setting can help women employees attain a balance between their professional lives and family obligations but at the same time there is always a need to bring about the required changes by the organization over safety measures, planning and adopting human resource management system related strategies to facilitate working women employees in achieving their set targets both in their professional as well as personal lives.

IV. OBJECTIVES OF THE STUDY:

The proposed objectives of the study include:

I. To review the current scenario of working women with respect to their work life balance.

II. To examine the factors affecting work life balance

III. To identify the challenges that come across and faced by working women

IV. To identify the causes of stress.

V. To evaluate the perception of working women regarding work life balance.

VI. To give recommendations for maintaining healthy work life balance of working women in service sector.

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questionnaire and face to face interview. Secondary Data will be collected from different sources like, Magazines, Journals, Websites, Books, Newspapers, Online resources, Blogs, Published and Unpublished source etc.

Sample Design:

The sample design will be based on demographic people of working women in service sector. Women employees working in service sector of Himachal Pradesh to be selected as respondents for the sample. The sample size will be based on women employees working in selected organizations of service sector in the state of Himachal Pradesh.

Statistical Analysis & Techniques:

The study will be based on descriptive statistics, ANNOVA F test, Chi Square test etc. which will be applied in the research. The study will also involve the measurement of Work life Balance (WLB) of working women in banking, educational, health and tourism sector. The primary and secondary data will be collected based on the specified objectives of the study.

VII Chapterization Scheme

The study will contain the following chapters:

Chapter 1: Introduction

Chapter 2: Concept of Work Life Balance

Chapter 3: Review of Literature

Chapter 4: Current Scenario of working women in service sector

Chapter 5: Factors affecting work life balance

Chapter 6: Identify the challenges of working women and causes of stress

Chapter 7: Research Design and Methodology

Chapter 8: Data Analysis and Interpretation

Chapter 9: Results and Discussions

Chapter 10: Conclusion and Recommendations

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